

Electronic Acknowledgement Receipt

EFS ID:	7055974
Application Number:	09917792
International Application Number:	
Confirmation Number:	9535
Title of Invention:	Computerized system and method for increasing the effectiveness of advertising
First Named Inventor/Applicant Name:	Alan D. Gould
Customer Number:	22191
Filer:	Sergio D. Filice
Filer Authorized By:	
Attorney Docket Number:	50442.010200
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Application Type:	Utility under 35 USC 111(a)

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File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Transmittal Letter	IAG-1_POA_3_73b_Transmittal _2-22-10.pdf	64348 <small>04d7308506dfb418d44f3678126d89520298424e</small>	no	2

Warnings:

Information:

2	Change of Address	IAG-1_Change_Correspondence.pdf	1361806 fb7bac3a488b11345ed754fb650e25baf1fcd59d	no	2
Warnings:					
Information:					
3	Power of Attorney	POA_The_Nielsen_Company_US_LL_C.pdf	88565 58e60d7ee7fb77b7bc3901b102bd26d11a96a08a	no	2
Warnings:					
Information:					
4	Assignee showing of ownership per 37 CFR 3.73(b).	IAG-1_373b_Statement_FINAL_2-22-10.pdf	68310 548be29b338ceff1a1b72f1c0902682459553d9c	no	2
Warnings:					
Information:					
Total Files Size (in bytes):			1583029		
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